

INFORMATION BULLETIN

WORKFORCE INVESTMENT ACT

Number: WIAB01-95

Date: March 27, 2002
Expiration Date: 06/30/03
69:81:is:5481

TO: WORKFORCE DEVELOPMENT COMMUNITY

SUBJECT: THAT'S NOT MY JOB! — WIA CUSTOMER SERVICE WORKSHOP

The Workforce Investment Division's Capacity Building Unit announces a new one-day workshop on customer service and customer satisfaction in a One-Stop setting.

The course is designed to improve customer service, explain the differences between customer service and customer satisfaction, and provide practical tools to resolve a wide range of customer-based issues. Course topics will include:

- What Is Customer Service? Who defines it and is customer service the same as customer satisfaction?
- Who Are You? Customer perceptions of your agency.
- Customer Satisfaction Goals: The goals and how to get there.
- That's Not My Job. Your role in customer service.
- Internal/External Customers: How does service differ?
- How to Defuse Anger: Practical tools.
- Dealing with Guilt: Where does your responsibility begin and end?

Organizations are strongly encouraged to include both line staff and management in attending this workshop to ensure the ability and sufficient authority to positively affect customer relations for their agencies.

The class was piloted in early March, with additional classes to begin in April. If your organization is interested in hosting a Customer Service Workshop, please get in touch with Joy Allender of the Capacity Building Unit at (916) 654-8782, fax (916) 654-9586, or e-mail jallende@edd.ca.gov.

/S/ BILL BURKE
Chief
Workforce Investment Division